

AGRICULTURAL TOURISM POTENTIAL – NECESSARY SUPPORT IN THE SUSTAINABLE DEVELOPMENT OF WESTERN ROMANIA

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Abstract: : Concerns about sustainable development are the result of complex issues which are subject to all humanity: environmental degradation, uncontrolled expansion of urbanization, poverty, etc. The spread and diversified Romanian rural space represents not only the most important source of food but especially it represents the national heritage of culture and civilization, being the source of Romanian spirituality and historical permanence of the Romanian nation. Romania's rural development is a summary of research undertaken in the field. Knowledge, research, improvement and development of rural areas are complex activities of vital importance for a country, both by sizing the rural space, expressed through the area owned and the population occupied in productive activities of social services and cultural activities, of habitat and of tourism. The agricultural tourism potential of the Romanian village is extremely complex, comprising in its composition natural and cultural-historical components of a big variety and touristic attractions. Along with the natural framework composed of landscape aspects, elements of flora and fauna, landforms of high attractiveness, rivers and lakes, natural factors of treatment, some natural reservations, national parks, and the rural. Romanian space also benefits from a highly original and authentic ethnographic and folklore potential.

Keywords: sustainable development, rural space, natural reservations, national parks, agricultural tourism

1. INTRODUCTION

Romanian rural area spread and diversified, represents not only the most important source of food but represents especially national heritage of culture and civilization, being the source of spirituality and durability of the historic Romanian nation.

Romania's rural development is a summary of research undertaken in the field.

An attempt to treat the complexity of issues related to balanced and sustainable development policies, in favors, supporting human rights, to improve their living conditions, to increase the attractiveness of youth having any profession to what is called "country life".

Knowledge, research, improvement and development of rural areas are complex activities of vital importance for the country, both by sizing the countryside, expressed through the area owned and by the population occupied in productive activities, social services and cultural activities, habitat and tourism.

European Charter considers that rural areas within Europe represents 85% of its total area and affecting, directly or indirectly, more than half of the European population. In many European countries it is stated that the rural, with everything that belongs to this notion: population, villages, culture, traditions, history, economic and social life, landscapes, constitutes "the visit card of the country, its national identity".

For Romania, a rural area, both in size and structure as well as functionality, has a special significance. First, the size of Romanian rural areas measured by its share in the country's surface and the share of rural population constitutes a reference in defining the role of this area in the national territory.

Romanian rural area comprises 93.7% of Romania, and in this space almost half of the population lives (45%).

It can be appreciated that in Romania, about the concept of rural development, before the war, there were no complex scientific and systemic concerns.

Except the interwar period when the great scientist Dimitrie Gusti founded the Romanian sociology and when there were conducted extensive sociological research in the field, which surveyed the Romanian village.

Invigorating, reactivation of the research in the development of rural space are imposed by the powers of the time, the emergence of processes with adverse effects on the overall status of the motherland.

In Romania this issue arises with greater acuity if we consider the period of half a century in which there have been serious distortions in economic and social normality.

2. MATERIALS AND METHODS

2.1. RURAL AREAS AND SUSTAINABLE DEVELOPMENT

Sustainable development is defined as development that "meets the needs of the present, without harming the ability of future generations" (Crăciun, Şt., 1997).

Concerns about sustainable development are the result of complex issues, which constitutes the object of all mankind: environmental degradation, uncontrolled expansion of urbanization, poverty, etc.

This concept comprises two important issues:

- ☐ how economic growth can be achieved without adverse consequences for the life of the planet;

- ☐ environmental protection.

Both problems need to be addressed so as not to affect the lives of future generations. The notion of "sustainable development" should be approached from three points of view:

- ☐ a temporal dimension;

- ☐ a notion of fairness;

- ☐ environment.

The concept of sustainable development starts from the idea that nature is the only source of resources and therefore must be protected, both for the present and for the future. Ever before, a civilization has not destroyed so much living environment, have not been threatened as now, with the destruction of oceans, species of plants and breeds of animals, and the ozone layer was not so heavily affected as at present time and the pollution was never so threatening.

When considering all these, mostly blame belongs to the powerful industrialization.

This opinion is considered by experts to be a mistake: the industry must be made not guilty of all the ecological disaster in which we find ourselves, but the man because of greed, through inattention, indifference, negligence, he hasn't selected, has not properly applied the discoveries from science and technique, has not acted so as to lead to the development and protection of nature and not to its degradation.

The man is the one who must demonstrate good judgment and sense of responsibility when he acts so as to take account of the natural laws and ensure ecological balance. Of all the actions that led to the destruction of the environment, pollution has the biggest impact on nature and man.

Pollution of air, water, soil and generous and friendly nature turned in one increasingly hostile and dangerous.

The most dangerous form of pollution is probably the one caused by the practice of intensive agriculture and industrialization.

This is because agricultural pollution involves primarily damage to soil and it can be applied to virtually any process of purging, it can be depopulate through a slow action virtually natural factors. Then, agriculture includes, unlike industry, areas extremely stretched, making the consequences much more serious. Pollution in agriculture directly touches the man through food; He can't defend, and the action takes place in this way directly on the human body. It seems a paradox that, as it develops and arrogates proudly epoch-making discoveries man gets virtually all the more destructive or even self-destructive.

Therefore, the problems of economic growth and development cannot be separated from those ecological.

Table 1

Agricultural land area affected by various factors restraining the productive capacity, 2013

The name of the element	The affected area (thousands hectares)
Frequent drought, of which:	7100
with irrigation facilities	3176
Excess moisture in the soil at regular intervals, of which:	3781
with facilities draining-drainage	3202
Landslides	702
Soil erosion by wind	378
Excessive frame above the ground	300
The saltiness' of the soil	614
Soil compaction due to improper work ("tilling")	6500
Natural soil compaction	2060
Crusting	2300
Small and very small reserves of humus in the soil	7485
Strong and moderate acidity	3424
High alkalinity	223
Providing low and very low mobile phosphorus	6330

Providing low and very low mobile potassium	787
Providing low nitrogen	5110
Deficiencies of micronutrients (zinc)	1500
Chemical soil pollution due to various socio-economic activities	900

Source: Romanian Statistical Yearbook, 2014

Ecological propulsion problem in the world concerns in recent decades has resulted in unprecedented mobilization of public opinion in this matter. Its sensitivity has demonstrated that mankind was already aware of the negative impact on the development of their own lives and especially the near future.

As a result of these concerns was the concept of sustainable development, which was recommended by the United Nations General Assembly in its resolution 42/187 as a guiding principle of national strategies in the field of economic development and environmental protection.

2.2. RURAL AREA IN ROMANIA

Romanian rural area spread and diversified, represents not only the most important source of food but mostly represents the heritage of national culture and civilization, constituting the source of Romanian spirituality and historical perennially of the Romanian nation.

Romania's rural development represents a synthesis of research conducted in the field.

An attempt to handle the complexity of the issues relating to the balanced development and policies in favor of sustainable, human support, to improve the conditions of life, in order to enhance youth attraction of any profession by what is called "country life".

Knowledge, research, improvement and development of rural areas are complex activities of vital importance for a country, both by sizing the countryside, expressed through the area owned and the population occupied in productive activities, social-cultural services, tourism and habitat.

European Charter for rural areas says that rural territory of Europe represents 85% of its total area and affects, directly or indirectly, more than half of the European population.

In many European countries it is stated that rural area, with everything that belongs to this notion: the population, villages, traditions, history, culture, economic and social life, landscapes, etc., constitute "the visit card of the country, its national identity."

For Romania, a rural area, both in size and structure and functionality, has a special significance. First, the size of the Romanian rural space as measured by its share in the area of the country and through the share of rural population constitutes the reference element in the definition of the role of this territory in the whole national territory.

Rural Romanian area comprises 93.7% of the Romanian area, and in this area lives nearly half of the country's population (45%).

It can't be designed a programmer of comprehensive and sustainable rural development without having starting from the realities of the present, no matter which they are.

To radiography the today conditions of the Romanian village it must be started from his physical structure: houses, homes, farms, holdings and their current infrastructure of rural territory, because between these elements and the economic and social status, there is a two-way link of conditionality.

Table 2

Distribution of agricultural land by quality classes, on 2013

Quality class	Mode of use									
	Total agricultural		Arable		Pastures and meadows		Vineyards		Orchards	
	thousands ha	%	thousands ha	%	thousands ha	%	thousands ha	%	thousands ha	%
Total area	14717	100	9414	100	4845	100	231	100	227	100
Class I	917	6,2	855	9,1	51	1,1	10	4,3	1	0,4
Class II	3041	20,7	2647	28,1	311	6,4	60	26,0	23	10,1
Class III	4756	32,3	3335	35,4	1263	26,1	76	32,9	82	36,1
Class IV	3943	26,8	1766	18,8	2007	41,4	75	32,5	95	41,9
Class V	2060	14,0	811	8,6	1213	25,0	10	4,3	26	11,5

Source: Romanian Statistical Yearbook, 2014

Regarding rural development, Romania must adopt a new philosophy of development, namely: rural area in Europe is a precious landscape area, a fruit of a long history and whose rescue is a vivid concern for society.

Rural areas can fulfill its functions of supply, relaxation, equilibrium of the most desirable in society only if it remains an attractive and original living space, equipped with good infrastructure; agriculture and forestry viable local conditions favorable non-agricultural economic activities; an intact environment and a taking care landscape.

Romanian rural area occupy about 93% of the country, here 45% of the population lives in communes and villages are managing 89% of the total and 91% of agricultural land (Measnicov, M., 2000).

Currently, this space is in a strong decline, and could be considered here is not acting yet market forces, the transition is slow and failed to pass the tip of the strongest measures to be taken for the establishment of a directorate sustainable development.

2.3. INFRASTRUCTURE OF RURAL AREAS

A necessary condition of any economic and social activities is ,compulsory, an adequate, modern and safe infrastructure, and it is inconceivable that, during this period, characterized by the intensification of unprecedented velocity of circulation of information, capital, goods and persons, the absence or the precariousness of vehicular circuits or channels.

The main components of the infrastructure are: transportation network, telecommunications network and information network.

These networks are characterized by physical and technological structures, technical performance, density, etc., without which there can be a social and economic dynamics.

There is a very close correlation between the level of economic development and the degree of territorial expansion and the performance of infrastructure networks; they are linked as well to the pace of economic and social development.

The main components of technical equipment of the localities are: supply networks, electricity supply networks, gas networks, and district heating networks, water supply networks of hot water supply, sewers, sewage processing and storage of garbage.

The countryside is marked by a strong discrepancy to the overall development of the country, from all points of view: economic, social, financial. The most obvious are discrepancies concerning living conditions between rural and urban areas.

Achieving the goal of producing a continuous economic growth in rural areas by using existing potential, involves a constant concern of all responsible local factors.

Living conditions closer to civilization, through provision of facilities sanitary, electrical, heating lead by default to a greater demand for rural tourism services, especially services agritourism, shifting the weight of economic welfare from urban to villages and communes.

2.4. DEMOGRAPHIC ISSUES CONCERNING RURAL AREAS

In Romania, the village suffered three major processes of degradation or destruction: depopulation, demolition and stagnation. Communism hit Romanian nation in general and the Romanian peasant in particular, its continuity through its organic link with the ancestral land by its displacement from his home in batteries.

The peasant, poor, fought hard to maintain in the space of accepting the "title" of the working man - the worker - and thus the shuttle - this social plague the peasant-worker.

The younger with time, they left their native place - village with its beautiful houses - and "populated" new batteries neighborhoods of cities. And thus depopulation caused our village's entry phase of agony.

In Timis and Brasov, dozens of villages, which once represented the "glory" of their disappeared biologically and socially and geographically soon, disappear by auto demolition.

Leaving of the swabbing and Saxons in Germany is the second phenomenon of depopulation of villages with German population from Banat and Transylvania. Communist ideology under the guise of rural systematization and "proximity" material and spiritual living conditions of the villagers townspeople were implemented with unprecedented aggressiveness demolition of Romanian villages. In this way countless villages have disappeared overnight, and the village population of small producer became the consumer, including in rural enclaves.

The third phenomenon is the stagnation of rural Romanian village. Where there came a bulldozer or depopulation occurred was installed a long period of stagnation.

Under normal economic development, the village changes its appearance over a generation or two maximum.

To us, most villages have remained frozen in terms of urban as we have inherited from generation wars. While in other countries, the village has undergone a profound transformation after the war, with few exceptions, Romanian homes are the same. Why? The explanation is one.

Peasants and their family members, including employees, did not have the economic strength to build new homes. Eventually they managed to rearrange the interior space, for purposes of comfort. Most shocking discrepancies are found in the basic factors of quality of life: quality of care, quality of habitat and the gain in the countryside. Healthcare is 4-5 times lower in rural areas, throw the number of inhabitants per one doctor and environmental framework, and the quality of technical and medical facilities in villages.

DISCUSSION

The essential condition of rural development involves improving the general infrastructure of rural village, with influence on the entire local economy. The stages of infrastructure improvement will increasingly developing in the coming years because the amount of the state budget, obtained from taxes will be used to:

- ☐ Upgrading and restoring national roads;
- ☐ Petrification roads in rural areas of importance for rural tourism domestically and internationally;
- ☐ Developing ways and means of communication and telecommunication;
- ☐ Electrification of localities;
- ☐ The water supply;
- ☐ Connection to public sewers. In current conditions, when "mass tourism" becomes almost impassable because of high prices, a chance to practice it is the agro tourism.

The current trend of integration of rural tourism in the international tourism circuit, assumes the existence within this tourism, an infrastructure and a degree of comfort to western standards, infrastructure being a motivating factor in choosing a private farms destined for the holidays.

Agritourism can be an opportunity to start a new activity parallel to that which already realizes rural inhabitants, to increase profitability using infrastructure already available. The reasons for the decision to practice agro tourism are:

- ☐ the market is expanding; developing tourism demand is estimated by a 3.5% annual growth for international tourism and rural tourism an annual increase of 4%;
- ☐ investments are much smaller than classic tourism, this because they only require upgrades, refurbishments and receiving adequate facilities for tourists;
- ☐ does not require scientific expertise. At a household level, getting the minimum necessary are possible following certain courses of short duration;
- ☐ work is complementary, it does not mean ordinary business interruption (agricultural);
- ☐ can harness higher household products obtained from agritourism. The law provides for the possibility to sell products from their own farms and more efficient use of them;
- ☐ is a family business can be achieved by all family members and rotating after the existing possibilities;
- ☐ state encourages this activity through a number of financial incentives.

Conditions to be fulfilled by a rural resident to be able to practice this activity are:

- ☐ must be farmer, by law can make agritourism only the farmers and those who are getting more than 51% of their income from agricultural activities;
- ☐ must have a property that can be used for business purposes agritourism;
- ☐ accommodation and meal must be properly receiving tourists throughout the property must be accessible to tourists because they feel comfortable in the yard and surroundings;
- ☐ have offered quality services in terms of hygiene and comfort;
- ☐ agritourism offer must be different from the one on the tourist market, have capitalized traditions, customs, and cuisine of the region.

A rural location can provide many services to tourists; the number and type are depending on the size and location of the guesthouse, the tourist potential of the area, creativity householder.

“The infrastructure for the transportation services, telecommunication, electricity, water, gas and waste management are very important for the initiation and development of businesses” (Milin I.,A., Merce I., Pet E., 2009).

But the main elements are the following: accommodation, it is the focus of agritourism activity. The surface of the room is better to be between 8 to 16 meters and the height of 2, 5 m.

The location can be both downstairs and upstairs and targeted as possible for a pleasant sight. Finishing walls should be done in light colors and the application of lime or paint is preferably annually. Ventilation and cleaning must be done regularly and very meticulously. Insect nets should be used in windows and possibly equipment for their removal.

Room furniture should be less and well maintained, according to OMT no. 20/1995 chamber must necessarily contain a single or double bed with mattress appropriate an empty cupboard, a table and two small chairs.

The camera must be equipped with plugs for electrical installation and electronics, flooring must allow quick and efficient cleaning.

Room must exist a number of bedside tables and lamps for reading equal to the number of beds. This furniture can be rustic, but must contain mandatory elements mentioned.

The bathroom should be well arranged, it should be according to the law just for tourists. The bathroom should include hot and cold water constantly, toilet, sink.

To achieve this objective can use modules containing three parts and can be mounted on a raised floor.

Serving meals is a very important issue in the work of tourism. Arrangements must be made with great care; the kitchen must by law have an ordinary considered necessary: hob, fridge, a wooden table, crockery, cutlery, sink, storage space, garbage.

Meals should be served in a large room and table position must allow the serving table to reach behind every guest to serve it. Family members should dine separately.

Starting from the content presented is the general concept of product; tourism product is defined as a set of material goods and services capable of meeting the needs of an individual travel between departure and arrival at the place of departure. Note, therefore, that the tourism product consists of both material goods and of services.

Material goods mentioned in this definition are reflected in at least three categories of elements:

- an endowment of natural , cultural, artistic, historical, architectural, technological, medical, etc., resources which form the physical basis will show to visitors, inciting them to travel;

- certain elements of infrastructure or equipment which, although not generate motivation or tourism demand, contributing significantly to its satisfaction (hotels, restaurants, tennis and gyms, show, conference, etc.);

- access features related to transport (vehicles and communication routes) chosen by tourists to reach the desired goals.

Viewed as such, none of the materials listed (mountain, beach, climate, hotel, bus) is not tourism product.

To acquire the status of elements of such a product, they are required to be assembled in order to meet the need for travel (this statement is valid and services in its composition).

In addition, it is necessary to do and specifying that the material elements as such define the tourism product, but services or benefits used through them (not coach - but the transport service, not the hotel - but accommodation, not the beach - but approval that it gives).

Services that give tourism product content (the travel) constitute a conglomerate or a combination of at least four basic types (total different in nature). It's about transportation services, accommodation, catering and leisure.

Undoubtedly not always the tourism product involves the provision of all four types of services. There are frequent situations in which the tourist asks only recreational services and transport, only recreational, transportation and accommodation only leisure and catering services, etc.

Of all the services that give content tourist product, indispensable is the service of pleasure or pursuit of a productive activity outdoors with specific agricultural and environmental (which they are treated and treatment services and other interests that motivate travel), without which other three categories out of the scope of tourism.

CONCLUSIONS

Romanian village, through its millennial existence, represented vein continuity of our people in this land, Romania today, as an adaptation to the geographical environment, which was the crucible forming its culture and its civilization.

Agro tourism potential of the Romanian village is extremely complex, comprising natural ingredients in its composition and abundance of cultural-historical and tourist attraction.

Along with the natural composed of landscape aspects, elements of flora and fauna, landforms attractiveness, rivers and lakes, inviting environment, some nature reserves, national parks, rural Romanian benefits and potential ethnographic and folklore high originality and authenticity.

This treasure is kept in Romanian villages, but especially in the mountain and hill areas, where contemporary emancipation tentacles have penetrated a slower pace.

Therefore, it requires the village to stay and forth authentic Romanian keeper.

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